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PUBLIC RELATIONS DEPARTMENT

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INTRIGUE UTILITY SHOES WORN BY ATTENDANTS AT SIMMONS WORLD'S FAIR BUILDING

Shining Intrigue polymeric patent utility shoes by Golo Footwear will be part of a special uniform ensemble worn by attendants at the Simmons Beautyrest "Land of Enchantment" Building at the New York World's Fair, previewed to the press on Tuesday, September 17th. This is the first exhibitor's building completed at the 1964 World's Fair.

The shining look in utility shoes represents one of the newest uniform fashion trends. Pastel "Simmons Blue" Intrigue utility shoes accessorize the blue uniforms worn by attendants in the rest center of the Simmons Building. The pale blue shoes are accented by white soles and laces. White seamless hosiery completes the color-coordinated, cool-looking ensemble. The two top floors of the Simmons Building will be devoted to Rest Alcoves for the use of visitors to the Fair. Stewardess-type outfits accessorized by Golo stacked-heel spectator pumps in Intrigue will be worn by hostesses on the lower level of the building, to be previewed at a later date.

Utility shoes of Intrigue, Interchem's new shoe-upper material, are in keeping with the World's Fair theme of newest product developments for better and easier living. Interchemical Corporation introduced Intrigue polymeric patent to the shoe industry after two years of extensive testing in a wide variety of applications demonstrated its superior qualities as a shoe-upper material.

In addition to attractive appearance, Intrigue utility shoes have important easy-care, long-wear features. Interchemical's Intrigue never requires wax or polish, an important timesaver for busy working women. No need to polish also makes the colored professional shoe, in addition to the traditional white shoe, a pretty and practical possibility. Intrigue whisks clean with a damp cloth and resists scuffs, scratches, and stains. The material is soft and flexible, shape retentive, and has an all-weather finish ideal for year-round use.

Intrigue utility shoes were selected for the Simmons hostesses because of their timely fashion appeal, easy-care qualities, and lasting new-shoe appearance necessary to withstand rigorous wear during the two year duration of the Fair.

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